



ACADIANA CABLE  
ADVERTISING, INC.

DOCKET FILE COPY ORIGINAL



TELEVISION

3380 Hwy. 182 South • P.O. Drawer 7186 • Opelousas, Louisiana 70571

(318) 948-7267 • FAX (318) 948-9040

Before the  
FEDERAL COMMUNICATIONS COMMISSION  
Washington, D.C. 20554

RECEIVED  
JAN 23 1997  
FCC - WASH DC

In the Matter of )

Advanced Television Systems  
and Their Impact upon the  
Existing Television Broadcast  
Service )

MM Docket No. 87-268

To: The Commission - Mail Stop 1170

**REPLY COMMENTS OF KDCG TELEVISION CHANNEL 22**

We operate Station KDCG, a low power television station in Opelousas, Louisiana.

The FCC's proposed digital allotment table will displace our station. If we are not able to find another channel, our local programming service to the public will be silenced. This is surely not on the public interest.

A description of our local programming is attached. We ask that the FCC not cause this service to end as a matter of public policy if not as a matter of law.

Respectfully submitted,

Thom Daly, KDCG Television Channel 22

Signed: \_\_\_\_\_

Date: January 24, 1997



TELEVISION

**THOM DALY**

President/General Manager



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## KDCG-TV Channel 22 - Local Programming Highlights

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### *Stella & Company*

Your Hostess, Stella Thomas, brings the people you know and trust into your homes every Tuesday & Thursday at 6:15, 8:15 and 10:15 p.m. Tune in each month for the topics that you want to hear about, with the experts who help you with the answers. Plan now to join Stella & Company.

### *People in Politics*

Charles Jagneaux, St. Landry Parish Clerk of Court, introduces you to People in Politics every Monday, Wednesday, and Friday at 6:15 and 11:45 p.m. You can become acquainted with the people that make up our political system and listen to their discussion of the issues that affect us all.

### *Acadiana Business Profiles*

Meet Acadiana's great business professionals every Saturday & Sunday at 11:30 a.m., 3:30 and 7:30 p.m. with your host Meredith Burleigh. You'll get an up-close and personal look at the business people of Acadiana and the services they provide. Meet the best on KDCG!

### *Acadiana Outdoors*

Like the great outdoors? Then you're going to love Acadiana Outdoors with your host Byron Briggs...only on KDCG-TV, every Saturday at 10 a.m., 3 p.m. and 9 p.m., and every Sunday at 8 a.m., 3 p.m. and 9 p.m. Bring the great outdoors into your home... just keep your television tuned to KDCG and Acadiana Outdoors.

### *NewsView 22*

If it's happening in and around KDCG viewing area, you'll hear all about it during NewsView 22, every Monday through Friday at 6:30 and 10:30 p.m. Your anchor brings you local news, weather and timely interviews with your neighbors; Chuck Clary and Les Fontenot bring you the latest in sports; Chris Berzas tells you all about the great outdoors. It's exclusively for you, its NewsView 22!

### *Community Message Board*

Featured Monday through Friday at 12 noon and 7:30 p.m., the Community Message Board will bring you up-to-date about what's going on in your neighborhood...plus you can advertise your super specials, merchandise and services for low, low prices and know that over 50,000 households will see it and respond.

### *Bayou Boogie*

Herman Fuseller is a young man with lots of friends who love to play music; all kinds of music...from Cajun to Zydeco; Blues to Pop and Rock, and you can meet Herman's friends right here on KDCG every Monday, Wednesday and Friday at 6 p.m. and 11:30 p.m. on Bayou Boogie. Get ready to tap you feet and clap your hands...with your host, Herman Fuseller.

### *A Closer Look*

Judy Theall lets you take a closer look at the people who provide the services you need at COLUMBIA Doctors' Hospital of Opelousas. Join Judy every Monday through Friday at 6:55 p.m. and 10:55 p.m., just after NewsView 22 for a closer look at COLUMBIA Doctors' Hospital of Opelousas.

### *Stock & Finance Report*

If you wondering where to invest your inheritance, or which retirement fund is best for you, just watch Greg Bordelon every Tuesday and Thursday at 6 p.m., 8 p.m. and 10 p.m. during Stock and Finance Report. Don't touch that money until you check with Greg first!

### *Opelousas Take Care*

Opelousas General Hospital is a major part of our community and you'll meet the physicians and administrators that keep it that way each week on Opelousas Take Care. Michelle Perkins, your hostess, introduces you to the people who care about you...every Monday, Wednesday and Friday at 7 and 11 p.m., ...it's Opelousas Take Care, sponsored by Opelousas General Hospital.

### *D.A. Update*

St. Landry Parish District Attorney, Morgan Goudeau, keep you aware of the progress being made to rid our community of violence and crime. The D.A. lays down the law every Monday and Wednesday evenings at 8 p.m. ...it's the D.A. Update, only on KDCG.





## **"What's Unique About KDCG Television?"**

**1. POWER PACKED LOCAL PROGRAMMING:**

KDCG-TV Channel 22 TV offers a unique combination of local programming.

**\*News View 22    \*Acadiana Outdoors**

**\*The Stella Thomas Show**

**\*Opelousas General Hospital's Take Care**

**\*Acadiana Business Profiles    \*Stock & Finance Report**

These are just a few of KDCG-TV Channel 22's local programs that give you news & information that's important to you.

**2. FAMILY TELEVISION GUIDELINES:**

KDCG-TV Channel 22 programming is wholesome & suitable for all viewers 24 hours a day.

**3. DOUBLE VIEWING AUDIENCE:**

Because KDCG-TV Channel 22 is broadcast "over the air" and carried on area cable systems, it reaches over 50,000 households.

**A. Cable TV audience**

CVI (Opelousas, Washington, Lawtell, Leonville, Plaisance,  
Church Point, Lewisburg, Eunice, Chataignier - Channel 10)

Star Cable (Ville Platte, Mamou - Channel 10)

Allen Cable (Sunset, Grand Coteau, Arnaudville, Port Barre - Channel 8)

Palmetto Cable (Palmetto - Channel 20)

Tri-Parish Cable (Eunice - Channel 51)

**B. Broadcast TV audience**

Greater St. Landry Parish and surrounding areas

**4. GREAT DIAL POSITION:**

KDCG-TV Broadcast over the air on Channel 22. This means K-22 is readily accessible to viewers. It is "in the flow" as viewers tune from station to station.

**5. FREQUENCY:**

The success of any advertising campaign rests on the frequency of the commercial message. People need to see, hear, or read a message over and over again for it to penetrate their consciousness. KDCG-TV Channel 22 advertising works because unlike most TV stations that fill unsold commercial time with PSA's, we devote a good number of unsold inventory to bonus spots for our paid advertisers. This results in our advertisers getting the frequency that brings customers to your door.

**6. AFFORDABILITY:**

Television advertising is always considered as the most expensive advertising medium. KDCG-TV Channel 22 is changing that perception. We make television advertising affordable for everyone by offering packages to fit even the smallest businesses' budget.

**7. KDCG-TV Channel 22 BRINGS THE POWER OF TELEVISION TO YOU:**

Television brings to viewers excitement through sound, color, movement & music & is therefore the most powerful medium for your advertising dollars. KDCG-TV 22 can bring your potential customers inside your business & give you the opportunity to demonstrate your product or service.



# **UHF Broadcast Channel 22**

Cable TV Conversion:

Ch 8 (Allen's TV Cable) - Arnaudville,  
Grand Coteau, Port Barre, Sunset

CH 10 (CVI) - Opelousas, Washington,  
Lawtell, Eunice, Leonville, Church Point,  
Lewisburg, Plaisance, Chataignier

CH 10 (Star Cable) - Ville Platte, Mamou

CH 20 (Palmetto Cable) - Palmetto

**P.O. Box 7186, Opelousas, LA. 70571-7186 - 948-7267**

## **Network Programming:**

Weekdays: Midnight - 7am  
7am - 11am  
1pm - 5pm  
5pm-6pm  
Weekends: Midnight - 7 am  
7am

Worship Network - (Various Programming)  
Network 1 & America1 (Various Programming)  
America One - (Various Programming)  
Direct Line  
Worship Network - (Various Programming)  
Network 1 & America 1

## **Local Programming:**

Monday - Wednesday-Friday

12 Noon & 7:30pm

12:30 pm & 8pm

12:45pm

8:15 pm & 10:00pm (Mon & Wed)

7pm & 10pm (Friday)

6:30pm & 10:30pm

7pm & 11pm

Tuesday -Thursday

12 Noon & 7:30pm

7pm 10pm

6:30pm & 10:30pm

Saturday & Sunday

10am 3pm 9pm (Saturday)

8am 3pm & 9pm (Sunday)

11:30am 3:30pm & 7:30pm (Sat & Sun)

## **Community Message Board**

**You & The Law** (Monday & Wednesday Only)

Morgan Goudeau

**Stock & Finance** (Monday & Wed Only)

Greg Bordelon

**Bayou Boogie / People In Politics**

Herman Fuselier

Charles Jagneaux

**NewsView 22/DHO**

**OGH Take Care** - Opelousas General Hospital

## **Community Message Board**

**Stock & Finance Report / Stella & Co.**

Greg Bordelon

Stella Thomas

**NewsView 22/DHO**

Featuring **COLUMBIA DHO: A Closer Look** - Mon thru Fri;  
**Sports View** - Mon & Wed; **Outdoors View** - Tue & Thur.

**Acadiana Outdoors** - Byron Briggs

**Acadiana Outdoors** - Byron Briggs

**Acadiana Profiles** - Meredith Burleigh

